Tips, Insights & Tactics

Ten ways to make your presentations more customer-focused.

Think of customer relationships as investments. Every contact with a customer is an opportunity to build your relationship and differentiate your business. When giving presentations to customers or prospects make sure to give them information they can really use. The best way to do that is to understand your audience and personalize your presentation's content so it's more meaningful to them. Here's how.

❶ Think outside in

Forget about what you want. Think about what your customers want. What products or services do you offer that will help your customers meet their challenges, relieve their pain points, or achieve their objectives?

❷ Make it personal

Don't give the same presentation every time. It's true that it takes extra time to customize your content, but the more relevant you can make it, the better your chances of connecting with your audience and building your relationship. Include a welcome or introductory slide with the names of the people you're meeting with, the date, their company name (if applicable), and any other relevant information.

❸ Clarify your commitment

Everyone has a job to do, but why are you committed to yours—and the company you represent? Tell your customers. Keep it brief, but tell your customers why you believe in what you're doing and why you're proud to represent your company. When customers understand your motivations, it strengthens your relationship.

❹ Keep it simple

Keep your slides short and succinct. Even the titles should add value. As a rule of thumb, use six (or less) bullet points, with six (or less) words each. You can cover the details in your discussion and handouts.

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⑤ Share stories

Stories are powerful tools for connection and understanding. Instead of presenting just the facts, bring them to life with true stories about how your products or services solved a customer's problem. If you can add customer quotes or photographs, all the better.

⑥ Show people

A photograph of your products or services is good, but showing customers using them is much stronger. A human face is a powerful image. It automatically attracts more attention and helps customers picture themselves using your product or service.

⑦ Brand it

Be sure to use your company branding elements in your presentation. It's easy to customize a PowerPoint® template with your company logo, fonts, and colours. And be sure any artwork or graphics you add complement your brand. See xerox.com/powerpoint for over fifty free PowerPoint templates you can customize for your presentation.

⑧ Provide a call to action

As your presentation comes to the end, be sure to include all of your contact information on the last slide. Your name, address, phone, and email are requirements, but you may also want to include business hours, website(s), or other relevant information. If you have a current promotion or other incentive such as a free consultation or quote, highlight it. Be sure to include the expiration date, as needed.

⑨ Hand out colour prints

Tell your audience upfront that you have a copy of the presentation for them, but wait until you're finished presenting before you hand it out. You don't want them looking ahead, but you do want them to have a copy to refer to later. Print the Notes pages from PowerPoint® to include the "script" of your presentation. Print your handouts in colour. It will help differentiate your business, strengthen your brand image, and improve retention of the content. Many presenters also print transparencies as a backup in case of technical difficulties with equipment.

⑩ Save some time for questions

Make a list of potential questions your customers may ask. You'll be more prepared to provide well thought out responses. And be sure to ask your customers for their suggestions on how your presentation could be more helpful. You'll gain valuable feedback about how to make it even more personal and relevant for the next time.

Tips for what's on-screen

- Put titles to work
- No more than 6 bullets per slide
- No more than 6 words per bullet
- Use graphics to illustrate your point

More presentation resources

Do's and Don'ts of Presentation Design

Useful tips on colour, presentation structure, design, typography, and graphics.
xerox.com/powerpoint

PowerPoint Templates

A library of over fifty ready-to-use templates, free to download.
xerox.com/powerpoint

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